

[Amend claims 2-41 as follows:]

2. (Twice Amended) A method of processing signals at a receiver station, said receiver station having a computer and an output device to deliver [at the output device] at least one of a combined [or] and a sequential output of a program and a receiver specific datum, said method comprising the steps of:

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(a) receiving one of a broadcast [or] and a cablecast information transmission [comprising] containing at least one [or more] control [signals] signal;

(b) selecting at least one of a television, radio, print, [or] and multimedia program and transferring said at least one of a television, radio, print, [or] and multimedia program to [the] said output device for delivery to a user;

(c) detecting at least a first [instruct] of said at least one control signal in [the] said information transmission and passing said detected at least said first [instruct] of said at least one control signal to said computer;

(d) generating at least a first receiver specific datum by processing information [that is] stored in said computer in response to at least said first of said at least one control signal;

(e) communicating at least said first receiver specific datum to said output device; and [subsequently]

(f) ceasing to communicate said at least a first receiver specific datum to said output device.

3. (Amended) The method of claim 2, further comprising the step of receiving said at least one of a television, radio, print, [or] and multimedia program from a remote station.

4. (Amended) The method of claim 2, further comprising the steps of:
generating at least a second receiver specific datum;
detecting [a first further] at least a second [instruct] at least one control signal
and passing said [first further] at least a second instruct signal to said computer; and
delivering at [the] said output device a second one of a combined [or] and a
sequential output of said program and said at least a second receiver specific datum by
controlling said computer to communicate said at least a second receiver specific datum
to said computer in response to said at least a first [further instruct] of said at least one
control signal.

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5. (Amended) The method of claim 2, further comprising the steps of:
storing said at least one of a television, radio, print, [or] and multimedia program
on a programming storage device;
[playing] retrieving said at least one of a television, radio, print and multimedia
program from said programming storage device and communicating said at least one of
a television, radio, print, [or] and multimedia program [from said programming storage
device] in an information transmission; and
detecting one of said at least a first [named instruct] of said at least one control
signal [or] and at least one [or more] further instruct signals in said information
transmission;
passing [one or more instruct signals detected in said information transmission]
at least one of said first at least one control signal and said second at least one control
signal to said computer; and

controlling said computer in response to said [passed one or more instruct signals] said at least one of said at least one control signal and said second at least one control signal.

6. (Amended)

A method of controlling a remote intermediate mass medium program transmitter station to communicate mass medium program material to a remote receiver station and controlling said remote receiver station to deliver an individualized mass medium program presentation, said method [of controlling] comprising the steps of:

[(1)] receiving [a unit of] mass medium programming [to be transmitted by the remote intermediate mass medium transmitter station] and delivering said [unit of mass] medium programming to [a] an origination transmitter;

[(2)] receiving at least one [or more] instruct [signals] signal at said remote intermediate mass medium transmitter station, said at least one instruct [signals operate] being operable at [the] said remote receiver station to generate [a] at least one receiver specific datum for presentation in a specific type of programming presentation[, and communicating said one or more instruct signal to said transmitter];

[(3)] receiving at least one [or more] control [signals] signal at said remote intermediate mass medium transmitter station, said at least one control [signals operate] signal being operable at [the] said remote intermediate mass medium transmitter station to control [the] communication of at least a portion of said [unit of] mass medium programming [or] and said at least one [or more] instruct [signals] signal; and

[[4)] transmitting from said remote intermediate mass medium transmitter section [an] at least one information transmission [comprising] containing said [unit of] at least a portion of said mass medium programming and said at least one [or more] instruct [signals] signal, at least said portion of said [unit of] mass medium programming [or] and said at least one [or more] instruct [signals] signal being transmitted in accordance with said at least one [or more] control [signals] signal.

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7. (Amended) The method of claim 6, wherein said at least a portion of said mass medium program comprises at least one of audio [or] and text.

8. (Amended) The method of claim 6, wherein said at least a portion of said mass medium program [is] comprises a television program.

9. (Amended) The method of claim 6, wherein said at least one [or more] instruct [signals comprise some] signal comprises downloadable [executable] code.

10. (Amended) The method of claim 6, wherein at least one of (i) said [specific time is a] at least one control signal includes at least one scheduled time of transmitting said [one or more units of] mass medium programming [at] from said remote intermediate mass medium program transmission station [or] and (ii) said at least one [or more] control [signals are] signal is effective at [the] said remote intermediate mass medium program transmission station to control at least one [or more of said plurality of] selective [transmission devices at different] transfer devices at a plurality of times.

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11. (Amended) A method of controlling a remote intermediate [data] transmitter station to communicate [data] at least one instruct signal to at least one [or more] receiver [stations] station, [with] said remote intermediate transmitter station including at least one of a broadcast [or] and a cablecast transmitter [for transmitting one or more signals which are effective at a receiver station to instruct a computer or processor], a plurality of selective [transmission] transfer devices each operatively connected to said at least one of said broadcast [or] and said cablecast transmitter [for communicating a unit of data], a receiver for receiving said at least one instruct signal from at least one origination transmitter station, a control signal detector, and one of a controller [or] and a computer capable of controlling at least one [or more] of said plurality of selective [transmission] transfer devices, [and with] said remote intermediate data transmitter station being adapted to detect [the presence of] at least one [or more] control [signals] signal, to control the communication of [specific] at least one instruct [signals] signal in response to [detected specific] said at least one control [signals] signal, and to deliver at [its] said at least one of said broadcast [or] and said cablecast transmitter said at least one [or more] instruct [signals] signal, said method [of communicating] comprising the steps of:

[(1)] receiving [an] said at least one instruct signal [to be transmitted by the remote intermediate data] at said at least one origination transmitter station and delivering said at least one instruct signal to [a] at least one origination transmitter, said at least one instruct signal being effective at [a] said at least one receiver station to generate [a] at least one receiver specific datum for presentation in a specific type of programming presentation;

[(2)] receiving ~~said at least one [or more] control [signals] signal~~ which at [the] ~~said~~ remote intermediate data transmitter station [operate to control the] ~~controls~~ communication of said ~~at least one~~ instruct signal; and

[(3)] transmitting said ~~at least one [or more] control [signals] signal~~ [to] ~~from~~ said ~~at least one origination~~ transmitter before a specific time.

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12. (Amended) The method of claim 11, further comprising the step of embedding a specific one of said ~~at least one [or more] control [signals] signal~~ in ~~one of~~ said ~~at least one~~ instruct signal [or] ~~and~~ in an information transmission containing said ~~at least one~~ instruct signal before transmitting said ~~at least one~~ instruct signal to said remote ~~intermediate~~ transmitter station.

13. (Amended) The method of claim 11, wherein said specific time is a scheduled time of transmitting ~~one of~~ said ~~at least one~~ instruct signal [or] ~~and~~ some information associated with said ~~at least one~~ instruct signal from said remote intermediate [data] transmitter station, and said ~~at least one [or more] control [signals are] signal being~~ effective at said remote intermediate [data] transmitter station to control ~~at least one [or more] of said plurality of selective [transmission] transfer~~ devices at different times.

14. (Amended) A method of controlling ~~at least one [or more]~~ of a plurality of receiver stations each of which includes a mass medium program receiver, a signal detector, at least one ~~of a~~ computer, [or] ~~and a~~ processor, [and with] each ~~one of~~ said ~~plurality of~~ receiver [station] ~~stations being~~ adapted to detect the presence of ~~at least one [or more] control [signals] signal~~ and to input a viewer reaction to a specific offer

communicated in a mass medium program, said method [of controlling] comprising the steps of:

[(1)] receiving an instruct signal at a transmitter station and delivering said instruct signal to [a] at least one transmitter, said instruct signal being effective at [a] said at least one of said plurality of receiver [station] stations to generate [a] at least one receiver specific datum for presentation in a specific type of programming presentation;

[(2)] receiving at least one of [a] code [or] and a datum at said transmitter station, said at least one of said code [or] and said datum [designates] designating at least one of said at least one instruct signal [or a] and said viewer reaction [to an offer communicated in a mass medium program];

[(3)] receiving at least one [or more] control [signals] signal at said transmitter station, said at least one [or more] control [signals] signal being effective at [the] said at least one [or more] of said plurality of receiver stations [operate] to at least one of identify [or] and select at least one of said at least one instruct signal;

[(4)] transferring (i) said at least one of said code [or] and said datum [or] and (ii) said at least one [or more] control [signals] signal to [a] said at least one transmitter [at said transmitter station]; and

[(5)] transmitting said at least one instruct signal, said at least one of said code [or] and said datum and said at least one [or more] control [signals] signal from said transmitter station.

15. (Amended) The method of claim 14, wherein at least one of said at least one [or more] control [signals or said] signal, said code [or] and said datum is embedded in one of a television signal [or] and in a signal containing a television program.

16. (Amended) The method of claim 14, wherein said at least one [or more] control [signals are] signal is effective to output a viewer order for [said designated] at least one of a product [or] and a service, said method further comprising the steps of communicating to said transmitter and transmitting some information which is effective at [the] said receiver station to at least one of select [or] and assemble specific information to communicate to said remote data collection site.

17. (Amended) The method of claim 14, wherein said at least one [or more] control [signals incorporate some of some] signal includes downloadable [executable] code.

18. (Amended) The method of claim 14, wherein said mass medium program [is] includes text.

19. (Amended) A method of generating and encoding signals to control a presentation, said method comprising the steps of:

receiving a program [that contains] containing video information;

receiving an instruction, said instruction designating [supplemental] additional program material and having effect at a receiver station to generate [a] at least one receiver specific datum for presentation [in a specific type of programming presentation] with said program;

encoding said instruction, [said step of encoding] including translating said instruction [to] into a control signal, said control signal being operable for directing an ancillary processor to [perform said specified coordination of] coordinate said at least

one of said [supplemental] additional program material and said at least one receiver specific datum [indicated by said instruction] with said program; and

storing said control signal [from said step of encoding, said control signal] in conjunction with said program, [said supplemental program material and] said ancillary processor [controlling] to be operable to control presentation of said program and at least one of said [supplemental] additional program material and said at least one receiver specific datum.

20. (Amended) The method of claim 19 wherein said [supplemental] additional program material is stored at the same location as said ancillary processor, and said at least one control signal [from said step of encoding] directs said ancillary processor to generate a video overlay that is coordinated with said video information [in said program].

21. (Amended) The method of claim 20 further comprising the step of: transmitting a combined video signal from said program and said video overlay [generated by said ancillary processor over a broadcast or cablecast network] to a plurality of receiver stations.

22. (Amended) The method of claim 20 further comprising the step of: transmitting a combined video signal from said program and said video overlay [generated by said ancillary processor] to a video display.

23. (Amended) A method of controlling at least one of a plurality of receiver stations each of which includes at least one of a broadcast [or] and a cablecast signal

receiver, at least one processor, a signal detector[, said signal detector] adapted to receive signals from a [broadcast or cablecast signal] transmitter, [and] said processor being programmed to respond to signals from said signal detector, [and] said method [of controlling] comprising the steps of:

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[(1)] receiving at at least one of a broadcast [or] and a cablecast transmitter station [an] at least one instruct signal which is effective at [the] said at least one of said plurality of receiver [station] stations to generate [a] at least one receiver specific datum for presentation in a specific type of programming presentation;

[(2)] transferring said at least one instruct signal from said at least one of a broadcast and a cablecast transmitter station to [a] at least one transmitter;

[(3)] receiving at least one [or more] control [signals] signal at said at least one of said broadcast and said cablecast transmitter station, said at least one control [signals identifying] signal designating said at least one [specific] of said plurality of receiver [station] stations [in which said instruct signal is addressed]; and

[(4)] transferring said at least one [or more] control [signals] signal [from said transmitter station] to [a] said at least one transmitter, said at least one transmitter [station broadcasting or cablecasting] transmitting said at least one instruct signal and said at least one [or more] control [signals] signal to said plurality of receiver stations.

24. (Amended) The method of claim 23, wherein one of said at least one instruct signal [or] and said at least one control signal is embedded in [the] a non-visible portion of a television signal.

25. (Amended) The method of claim 23, wherein said at least one [or more] control [signals] signal identifies at least two of said plurality of receiver stations asynchronously, [and] each of said at least two of said plurality of receiver stations receive and respond to said instruct signal asynchronously.

26. (Amended) The method of claim 23, wherein a switch communicates signals selectively from [a] said at least one of said plurality of receiver stations and one of a memory [or] and a recorder to [a] said transmitter, said method further comprising one step selected from the group consisting of:

detecting [a] said at least one control signal which is effective at [the] said one of a broadcast and a cablecast transmitter station to instruct communication;

determining a [specific signal] source from which to communicate [a signal] said signals to [a] said transmitter;

controlling said switch to communicate [a signal] said signals to said transmitter in response to [a] said at least one control signal which is effective at [the] said transmitter station to instruct communication;

controlling said switch to communicate [a signal] said signals from a [selected signal] source; and

controlling said switch to communicate to said one of a memory [or] and a recorder, [a signal] at least one second instruct signal which is effective at [the] said at least one of said plurality of receiver [station] stations to instruct.

27. (Amended) The method of claim 23, wherein a controller controls a switch to communicate to [a] said transmitter a selected signal, said method further comprising one step from the group consisting of:

detecting [a] said selected signal which is effective at [the] said one of broadcast and a cablecast transmitter station to instruct [transmission];

inputting to said controller [a] said signal which is effective to control said switch;

controlling said switch to communicate [one or more signals] said signal according to a transmission schedule;

controlling said switch to communicate from [a specific] at least one of a plurality of signal sources; and

controlling said switch to communicate [a] signal to [a selected] at least one of a plurality of transmitters.

28. (Amended) The method of claim 23, further comprising one step from the group consisting of:

transmitting to [a] said at least one of said plurality of receiver [station] stations at least one [or more data that designate] datum designating one of a time [or] and a channel [of] for transmission of said at least one instruct signal or [that specify] specifying one of the title of [or some] and subject matter contained in a unit of mass medium programming [or] and data associated with said at least one instruct signal; and

transmitting to [a] said at least one of said plurality of receiver [station a] stations said at least one control signal to cause said at least one of said plurality of receiver

[station] ~~stations~~ to tune to a [broadcast or cablecast] transmission containing a specific one of said at least one instruct signal.

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29. (Amended) The method of claim 23, wherein said at least one [or more] control [signals] signal further [comprise] includes downloadable [executable] code targeted to said at least one processor at at least one [or more] of said plurality of receiver stations, said downloadable [executable] code [programming] being effective to program one of the way [or] and the method in which said at least one processor responds to said at least one instruct signal.

30. (Amended) ~~The~~ method of claim 23, wherein said at least one of said plurality of receiver [station] stations is adapted to detect [the presence] at least a portion of said at least one control signal [or programmed to respond to] and said at least one instruct signal on the basis of [the] a varying location [of a signal] in an information transmission, said method further comprising the step of [causing] transmitting said at least [some of] said portion of said at least one control signal [or] and said at least one instruct signal [to be transmitted] in said varying location.

31. (Amended) [An interactive] ~~A~~ method for multimedia programming promotion and delivery for use with an interactive mass medium program output apparatus, said method comprising the steps of:

displaying a mass medium program that promotes multimedia programming,
said interactive mass medium program output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said mass medium program whether said subscriber wants said multimedia programming [promoted in said step of displaying], said interactive mass medium program output apparatus having an output device for outputting said multimedia programming;

receiving a reply from said subscriber at said input device in response to said step of prompting [said subscriber], said interactive mass medium program output apparatus having a processor for processing said subscriber reply and controlling delivery of said multimedia programming in response to instructions;

delivering said instructions at said interactive mass medium program output apparatus in response to said step of receiving [a] said reply, said instructions being effective for controlling said interactive mass medium program output apparatus;

processing said [instruction] instructions [from said step of delivering], said instructions being further effective to generate [a] at least one receiver specific datum for [presentation] output in a [specific type of programming] presentation of said multimedia programming; and

presenting said multimedia programming on the basis of said instructions.

32. (Amended) The method of claim 31, wherein [one or more of] said instructions [is] are embedded in [the] at least one of a non-visible [or] and a non-audible portion of [a] said mass medium program [signal].

33. (Amended) The method of claim 31, wherein information evidencing at least one of the availability, use [or] and usage of one of said mass medium program [or] and said multimedia programming is at least one of stored [or] and communicated

to a remote data collection station, said method further comprising the step of selecting [evidence] information that one of identifies [or] and designates at least one [or more] of:

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- (1) a mass medium program;
 - (2) a use of programming;
 - (3) a transmission station;
 - (4) a receiver station;
 - (5) a network;
 - (6) a broadcast station;
 - (7) a channel on a cable system;
 - (8) a time of transmission;
 - (9) a unique identifier datum;
 - (10) a source or supplier of data;
 - (11) a publication, article, publisher, distributor, or an advertisement;
 - and
 - (12) an indication of copyright.

34. (Amended) The method of claim 31, wherein said instructions [incorporate executable] include code, said method further comprising the steps of communicating said [executable] code to said processor and performing, on the basis of said [executable] code, one step selected from the group consisting of:

- (1) receiving a signal containing said multimedia programming;
- (2) actuating one of a video, an audio, [or] and a print output device[, as appropriate,] to output said multimedia programming;

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- (3) decrypting at least a portion of said multimedia programming;
 - (4) controlling a selective [transmission] transfer device to communicate said selected specific output to said [selected specific] output device;
 - (5) generating a receiver specific datum to present with said multimedia programming; and
 - (6) delivering a receiver specific datum at said interactive mass medium program output apparatus one of simultaneously [or] and sequentially with one of said mass medium program [or] and said multimedia programming.

35. (Amended) [An interactive] A method for promotion and delivery of computer instructions for use with an interactive mass medium program output apparatus, said method comprising the steps of:

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displaying a mass medium program [that promotes one or more] promoting at least one computer [instructions] instruction which [are] is effective to control in a specific type of programming presentation, said interactive mass medium program output apparatus, said interactive mass medium program output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said mass medium program whether said subscriber wants said at least one [or more] computer [instructions] instruction [promoted in said step of displaying], said interactive mass medium program output apparatus having a memory for storing at least one of [a] code [or] and a datum;

receiving [an] a reply from said subscriber at said input device in response to said step of prompting [said subscriber], said interactive mass medium program output apparatus having a processor for processing said subscriber reply;

processing said reply from said step of receiving [a reply] and selecting said at least one of [a] code [or] and said datum designating said computer instructions, said interactive mass medium program output apparatus having a transmitter for communicating subscriber information to a remote site;

communicating said selected at least one of said code [or] and said datum to a remote site;

delivering said at least one [or more] computer [instructions] instruction to said processor; and

generating [a] at least one receiver specific datum for presentation in said specific type of programming presentation on the basis of said delivered at least one [or more] computer [instructions] instruction.

36. (Amended) The method of claim 35, wherein information evidencing one of the availability, the use [or] and the usage of said at least one computer [instructions] instruction are one of stored at said interactive mass medium program output apparatus [or] and communicated to a remote data collection station, said method further comprising the step of selecting [evidence] information that one of identifies [or] and designates at least one [or more] of:

- (1) a mass medium program;
- (2) a use of data;

- (3) a transmission station;
- (4) a receiver station;
- (5) a network;
- (6) a broadcast station;
- (7) a channel on a cable system;
- (8) a time of transmission;
- (9) a unique identifier datum;
- (10) a source or supplier of data;
- (11) a publication, article, publisher, distributor, or an advertisement;
- and
- (12) an indication of copyright.

37. (Amended) The method of claim 35, wherein said interactive mass medium program output apparatus receives some downloadable [executable] code from a remote site, said method further comprising the steps of communicating said downloadable [executable] code to said processor and performing, on the basis of said [executable] downloadable code, one step selected from the group consisting of:

- (1) receiving a signal containing said at least one computer [instructions] instruction;
- (2) actuating one of a video, an audio, [or] and a print output device[, as appropriate,] to output at least one of said at least one computer [instructions or] instruction and processed information of said at least one computer [instructions] instruction;

- (3) decrypting at least some of said at least one computer [instructions] instruction;
- (4) controlling a selective [transmission] transfer device to communicate at least some of said at least one computer [instructions] instruction to one of a storage device [or] and an output device;
- (5) generating a receiver specific datum to present with said at least one computer [instructions] instruction; and
- (6) delivering a receiver specific datum at said interactive mass medium program output apparatus one of simultaneously [or] and sequentially with at least one of said mass medium program [or] and said at least one computer instructions.

38. (Amended) A method of controlling a receiver station including the steps of:

detecting one of [the] a presence [or] and an absence of at least one of a broadcast [or] and a cablecast control signal;

inputting an instruct-to-react signal to a processor based on said step of detecting [the presence or absence of a control signal];

controlling said processor to output specific information in response to said step of inputting [an instruct-to-react signal]; and

generating [a] at least one receiver specific datum for presentation in a specific type of programming presentation on the basis of information received from said processor based on said step of controlling [a processor].

39. (Amended) The method of claim 38, wherein a buffer is operatively connected to said processor for buffering input, said method further comprising the step of:

bypassing said buffer and inputting said instruct-to-react signal directly to said processor.

40. (Amended) The method of claim 38, wherein said processor processes a datum designating one of a television channel [or] and a television program, said method further having one step [of] selected from the group consisting of:

controlling a tuner to [tune a receiver to] receive [the] one of a television channel [or] and a television program designated by said processed datum;

controlling a selective [transmission] transfer device to input to a control signal detector at least some portion of [the] said one of a television channel [or] and a television program designated by said processed datum;

controlling a control signal detector to search for at least one [or more] control [signals] signal in [the] said one of a television channel [or] and a television program [designated by said processed datum];

controlling a selective [transmission] transfer device to input to a computer, said at least one control [signals] signal detected in [the] said one of a television channel [or] and a television program [designated by said processed datum];

controlling a computer to respond to said at least one control [signals] signal detected in [the] said one of a television channel [or] and a television program designated by said processed datum;

controlling a television monitor to display one of video [or] and audio contained in [the] said one of a television channel [or] and a television program [designated by said processed datum];

controlling a video recorder to one of record [or] and play said one of video [or] and audio contained in [the] said one of a television channel [or] and a television program [designated by said processed datum]; and

controlling a selective [transmission] transfer device to communicate to one of a video recorder [or] and a television monitor, [the] said one of a television channel [or] and a television program [designated by said processed datum].

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41. (Amended) The method of claim 38, wherein said processor processes a datum designating at least one [or more specific channels] channel of a multichannel [cable or broadcast] signal, said method further having one step [of] selected from the group consisting of:

controlling a [tuner to tune a] converter to receive [the] said at least one [or more] specific channels designated by said processed datum;

controlling a selective [transmission] transfer device to input to a control signal detector at least some portion of [the] said at least one [or more specific channels] channel designated by said processed datum;

controlling a control signal detector to search for at least one [or more] control [signals] signal in [the] said at least one [or more specific channels] channel designated by said processed datum;